



Westgate Mall Redevelopment

Public Meeting 1

Midvale Elementary School – January 27, 2020

“Brag, Worry, Envision, Wonder” Exercise Input

BRAG - Things to maintain or enhance.

What are the greatest assets & strengths of the site?

- Great location with mix of residential & business developments nearby, readily accessible by car & public transportation
- Access to Beltline, to Research park, to campus/ UW Hospital & Clinics
- Crafts store, Restaurants, dog park
- It's better empty than the proposed use at this meeting
- Need to give priority to pedestrian travel. Large apartment development will destroy pedestrian access and damage community events. We need to have shops returned like Wisconsin Crafts that can encourage community engagement.
- Walkability, easy drive access, bus access, (used to have theater, craft store, DOT branch)
- Close to neighborhood craft store

WORRY - Things to address and improve.

What concerns do you have regarding the redevelopment of this site?

- Traffic snarl that is Whitney/Odana/Segoe- hard to get out of Hy-Vee parking lot onto Odana heading East already (add access to Segoe from north side of Hy-Vee?)
- Parking- be sure there's enough for retail. Exiting onto Tokay- negative, feed to Whitney Odana loss of interior walkability-mall walk. Tall buildings on Whitney shadow smaller not concerned that they're tall but taller than neighbors. Seniors on interior- ambulances, visitors, services. Put tall on north end of site or on NW corner?? Will it all turn into Epic housing? Don't forget Westmorland N Association.
- The mall has been used by the less fortunate. A place to stay warm, walk, & restrooms. The Odana/ Whitney Way intersection is dangerous already. Will added traffic make this situation worse?
- Parking, restaurants, access to WHAT park? Storms are getting worse with climate change- don't plan for NOW.
- Traffic & Parking, Low income housing brings drugs/crime there is already low income housing coming in a few blocks away on Schroeder rd. Safety, security if there is low income housing-failed at Tree Lane. Project looks too overwhelming for size of the site.

- I am worried about duplication of facilities. For example, another restaurant would put the existing ones in danger. A few years ago, Hy-Vee caused Copps grocery store to close. Now patrons must cross Whitney Way to shop. Before, Copps was near the bus transfer point; we do not need more apartment buildings we have also lost Wisconsin Crafts.
- Flooding potential (runoff from streets, uphill buildings (former school/epic site)) Access from ALL sides for peds and bikes, build upward multilevel, improve bikeability & walkability.
- Parking proposed appears to underestimate demand, recent developments in Madison have resulted in spill over parking to surrounding streets.

Envision - Guiding vision. The 30,000-foot view.

What is your dream vision for this site? What values are important to keep in mind?

- A community hub I'm excited to go to
- "green", in every sense of the word, restaurants, use the rooftops
- Nice restaurants- lacking on West side
- Create a new multiuse recreational complex to promote community activities
- Healthy restaurant, craft store? Native plants, green space, rainwater infiltration, more mixed income, will second the suggestion for senior community, aspects like capitol lakes- auditorium, meeting rooms etc.
- Housing, commercial restaurants & gathering space in support of neighborhood needs. Walkable; adequate underground parking for housing.
- Would love to see micro-commercial – create small places to allow them to nurture and grow. Small business with a very small footprint. Most business can't afford the rent in these large developments.
- What about a space that can be multiuse and transition between different types of venues – farmers market one day, something else the next
- This should be more walkable and bikeable because it is one of the hardest places to walk in the city.

Wonder - Opportunities to explore.

What opportunities do you see to meet this vision? How can the site best serve the entire community?

- Community center! / Community shareable space!
- Make it architecturally unique, dynamic, not cookie-cutter.
- I would like to see a space for the less fortunate can stay safe. Push entrance towards Tokay and Segoe.
- Restaurants
- More community meeting space (informal) rooftop public spaces, green roofs? Solar energy?
- Link Westgate to underused property across Whitney Way. Hold water from rain & snow on site. Integrate with parking area of Hy Vee, possible structured parking w/ Hy Vee. Consider taller buildings toward the east & lower to West- mix on – site solar electric generation.